MONOGRAPH ON RESEARCH IN MANAGEMENT

PCET'S S.B.PATIL INSTITUTE OF MANAGEMENT

AUTHORS

DR.KIRTI DHARWADKAR

DR.AISHWARYA GOPALAKRISHNAN

EIGHTH EDITION, 2020

ISBN: 978-81-922746-3-8

ISBN: 978-81-922746-3-8 2020

Pimpri Chinchwad Education Trust's
S.B.Patil Institute of Management

Monograph on

Research in Management

Sector-26, Pradhikaran, Nigdi, Pune-411044
(Approved by AICTE and Affiliated to University of Pune)

Authors:

Dr.Kirti Dharwadkar

Dr.Aishwarya Gopalakrishnan

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ISBN: 978-81-922746-3-8

Published by:
Pimpri Chinchwad Education Trust's
S.B.Patil Institute of Management,
Sector-26, Pradhikaran, Nigdi, Pune-411044

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Preface

It gives us immense pleasure to release the Eighth Edition of this Monograph, due to much demand by the students and the teachers. This edition comes out with many more new ingredients by incorporating all the valuable and useful suggestions received from various people.

Post-Graduate students of Business Administration have to prepare a Summer Internship Projects as a part of their curriculum and very little guidance is provided in terms of contents and structure of the report. As a result they come up with half cooked projects or substandard reports. This persuaded us to publish a monograph which can provide a framework for any research project.

This monograph is designed as an introductory guideline handbook on research in management, commerce and economics, which is creative as well as simple and varied in nature. We have tried our best to put the element of simplification to a great extent. The whole aim is to develop a research outlook and frame of mind for carrying out research in a simpler manner.

We expect that the students and guides will take advantage of the monograph and will benefit from the requisite knowledge and skills of research acquired through it. Our main objective is to create meaningful project reports and original research through preparing good Summer Internship projects and Dissertations.

Acknowledgement

"Great things in Business are never done by one person. They're done by a team of people."

- Steve Jobs

No one walks alone and when one is walking on the journey of life, you think of thanking all those who joined you, walked beside you, and helped you all along the way. The success of any project depends largely on the encouragement and guidelines of the well wishers and people involved. We express our deepest gratitude towards the people who have been instrumental in the successful completion of this monograph.

We take this opportunity to express our gratitude to all Teaching and Non-Teaching staff members of S.B.Patil Institute of Management. We are grateful for the constant support and guidance received from all the people who contributed to this project.

We are indebted to our Trustees of Pimpri Chinchwad Education Trust for their continuous motivation and unrelenting support in every endeavour we pursue.

Dear Students,

The time has come to undergo a dedicated training in a professional organization and to apply your knowledge in a real business situation. A Summer Internship Programme and Dissertation is an essential component of your course and each one of you must have clarity regarding the objectives of Summer Training. After acquiring knowledge of the core management subjects, it is important that the students have an exposure to the working environment of the corporate world. This would help you to understand how organizations actually work and you would be able to bridge the gap between your text book knowledge and the real industry environment. During the period of your training, you are required to identify real life problems and provide scientific and logical solutions to the industry. You are required to be in regular contact with your project guide and seek guidance wherever necessary.

The objectives of Summer Training are:

1. To gain first-hand knowledge of the day-to-day operations of the organization;

2. To acquire managerial skills especially related to your area of interest and specialization; and

3. To develop interpersonal relationships with the key management personnel in the organization.

The fulfillment of the above objectives along with solutions provided for the problems identified in the organization; have to be documented in the form of a Project Report. The guidelines of Project Report are enclosed for your reference and record. Please, remember that your guide is the person who is supposed to be with you throughout the Summer Internship. Don't hesitate to bring your problems to his/her notice. We wish you all the best for your summer Internship and hope that it would be a wonderful learning experience for each one of you.

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General Instructions

Students must read these guidelines carefully and clarify doubts, if any, before proceeding for the project. Every student will have to undergo training in a business organization or an NGO or a co-operative organization for a period of 50 working days as a part of Project Report preparation. The organization, where the student intends to be trained, will be approved by the Project Guide in the institute who will also monitor the records relating to his/her work in the organization. At the end of the training, a certificate to that effect should be submitted by the student. The final draft of the project will be prepared under the guidance of the faculty. Students should take care that all information relating to the study must be available while finalizing the report. In case of any difficulty, students are advised to contact the concerned guide through e-mail. While assigning final marks to the project report, students adhering to the schedule will be properly rewarded.

Few things to keep in mind:

1. Study the entire organization carefully with special emphasis on the topic selected/assigned.

2. Collect all the data required to complete the project. Originally filled-up survey questionnaires should be available with the students at all the time. In case they deposit these questionnaires to their respective company, they must obtain a written statement on their certificate indicating how many such questionnaires were deposited. Failure to procure these questionnaires or deposit the certificate can lead to cancellation of the project.

3. Read a lot of Journals, Periodicals etc. to improve your understanding of the subject.

4. When two or more students are doing project in the same organization, there should be no duplication of matter. This can be done by taking up different project titles.

Along with the data related to the topic, following general information is to be collected by the students **irrespective of their functional areas**, which may be asked during the internal and external viva-voce.

1. Sales performance for last five years (product wise if possible) a) in Units b) in Rupees.

2. Number of Employees, section wise with due classification like skilled, semi-skilled, unskilled workers, officers, managers, etc.

3. Organizational charts.

4. Annual Reports for last two years.

5. Historical background of the company.

6. Future plans of the company, export strategies, market share etc. .

7. Product literature, photographs of the products, technical details etc.

8. List of competitors.

Objectives of the Summer Training:

1. To expose the students to the current business environment.
2. To establish a link between theory and practice.
3. To apply multidisciplinary concepts, tools and techniques to solve any organizational problem.
4. To understand the functioning of any organisation.
5. To acquaint with the hierarchy of the various levels of management.
6. To understand the processes involved in the working of various functional departments of the organisation.
7. To know the relationship among the people working in the unit.
8. To know the current status of the business unit.

What is a summer project?

A summer project has been included in the curriculum of the B-schools as a partial fulfillment towards a full time course in management. It serves the following purposes:

1. Exposure to business world and practices
2. An opportunity to apply concepts to practical problems
3. A combination of Academic and applied research
4. Experience in data collection and interviewing techniques
5. Analysis, interpretation and drawing conclusions
6. Use of statistical techniques
7. Exposure to professional report writing

Seven Point formulas for doing SIP successfully:

Formula is GVRLWSC

1. G (Grammar):The student has to learn and understand English grammar up to 12th standard.
2. V (Vocabulary):The student must increase his vocabulary, i.e., stock of words.
3. R (Reading):The student has to read at least one newspaper daily.
4. L (Listen):The student must listen to English News and programmes on TV and Radio
5. W (Write): The student should be able write ten pages of text in English on his/her own
6. S (Spoken):The student should complete one English Speaking Course
7. C (Communicate):The student must communicate in English with his / her teachers, friends, parents, relatives etc.

Phases for doing an SIP:

Phase I:

1. To read one book on Research methodology
2. To select the subject of specialization
3. To read at least five good project reports on SIP
4. To select the company for doing the SIP
5. To discuss with the company executives and with the internal guide about the SIP
6. To read carefully the monograph on SIP

Phase II:

1. To join the company and to start the work
2. To collect secondary data required for the SIP
3. To keep in touch with the internal guide through e-mail, mobile or by personal visits throughout the project period
4. To compile information of the company in which you are doing the SIP
5. To prepare the questionnaire for collecting primary data
6. To collect primary data through questionnaire and through schedule

Phase III:

1. To prepare the rough draft of the SIP
2. To get checked the rough draft from the internal guide and the company guide

3. To prepare a final draft by incorporating changes in the rough draft suggested by internal guide and the company guide
4. To prepare three copies of the SIP [Golden Embossed] along with a soft copy
5. To submit the SIP to the Institute
6. To prepare a presentation for appearing in viva-voce

How to get a project?

Every student will require a place in an organization for which he/she will have to do the summer project.

Following alternatives are available:

1. **Through the Institute's placement cell**

A large number of organizations approach B-Schools for summer projects. It is beneficial to both. The students obtain practical experience and the organizations get quality research with fresh perspectives, at significantly lower costs as compared to the fees spent on consultancy.

2. **Personal Contacts**

Many students want to work in the organizations as per their convenience, which do not visit their campus. In such cases, students must write to such organizations and convince them to accept them for summer internships. They may tap their personal networks to solicit interest from such organizations.

3. **Entrepreneurial Venture**

Large numbers of students are interested in starting their own businesses. A summer project can serve as an excellent "test bed" to develop concepts and explore opportunities. Several successful companies have been launched from plans or projects developed by students in B-Schools.

Types of organisations:

For a summer project, a student has many options where he/she will work for practical experience. While most aspire to work for a reputed company with a hefty stipend, it may not be possible always. Hence, you should accept any golden opportunity that comes your way and make the best of it. Every organization has its own work culture and the students will have to adjust as per their requirements.

Types of the organisations you can work in:

1. Foreign Multinational Corporations
2. Indian Large and Multinational Corporations
3. Small and Medium Enterprises
4. Government and Public Sector Undertakings
5. Cooperative sector organizations
6. Non-Governmental Organizations (NGO)

Areas of Specializations:

1. General Management
2. Marketing Management
3. Financial Management
4. Human Resource Management
5. Production / Operations / Materials Management
6. Information Technology Management
7. International Business Management
8. Rural And Agri Business Management
9. Technology management
10. Supply Chain Management

It is quite likely that an organization may offer you a study in other than these areas and irrespective of your specialization.

How to make a decision?

The following aspects may drive your decision:

1. Availability and choice of project
2. Preference of size of organization
3. Area in which you want to specialize in the second year
4. As of today, the area in which you want to make a career
5. Nearness to your home town
6. Availability of stipend during the summer project

Grab an opportunity in an organization or area of interest and continue searching for better opportunities afterwards

Experience shows that it is not necessary that you will make a career in the same area in which you did your summer project.

Selection of a project

You will have to identify a problem, which you will have to take up for your summer project. Following alternatives will emerge:

A company may have a specific project in their mind which they will ask you to do.

Alternatively, they will ask you to suggest areas of research and define a problem, which may suit their requirements. Identify a project that matches your interest, strengths and which can positions you well with future employers.

Remember that getting an exposure to research methodology, industry problems, compilation and analysis of data, drawing conclusions and offering recommendations is more important.

Types of projects in different functional areas

Given below is a list of some of the problems, which can be undertaken as a project. This is not an exhaustive list. A company may have any other problem, which they make like you to study.

Marketing Management

1. A study on competitor analysis for XYZ Company with reference to ABC product at Pune.
2. A study of customer profile for XYZ Company with specific reference to ABC product at PCMC.
3. A market Survey for XYZ Company with specific reference to ABC product at Nasik.
4. A study of customer satisfaction for ABC product at XYZ Company at Kolhapur.
5. A study of brand image of ABC brand for XYZ Company at Jalgaon.
6. Feasibility study of launching a new product, improvements in existing products, packaging, branding and others.
7. Analyzing consumer behaviors and measuring customer satisfaction
8. Pricing decisions
9. Competitor intelligence
10. Developing a dealer network
11. Market logistics
12. Sales force effectiveness
13. Measurement of promotional effectiveness

14. Export potential studies
15. Study of innovation in developing new business
16. Study of Brand Management in emerging horizons
17. Study the scope of digital marketing
18. Study the impact of franchise business
19. Study of trends in marketing in new millennium
20. Impact of globalization on marketing
21. Study of latest trends in advertising.
22. Relationship Marketing
23. Customer Satisfaction Survey
24. Consumer Perception Survey
25. Service Quality Study
26. Service Blueprinting
27. Service Process Mapping – Back stage, on-stage
28. Improving service quality using service blueprinting
29. Competition Analysis
30. Service standards
31. Study on effectiveness of employee's role in service delivery
32. Effectiveness of channels (distributors/ DSAs) in service delivery
33. Effectiveness of channels (on-line/ Internet) in service delivery
34. Customer Data Analysis
35. Study of Institutional markets
36. Effectiveness of promotion schemes
37. Measurement of Brand awareness and brand perception
38. Customer Loyalty study
39. Study of purchase influencing factors
40. Customer Profiling
41. Advertising effectiveness study
42. Brand loyalty at retail stores vis-a-vis product brands
43. Study of internet marketing campaign -cost benefit analysis of internet as media
44. Celebrity endorsements on brands vis-a-vis thematic campaigns
45. Consumer psychology in purchase of mutual funds- a study of attributes impacting purchase decision

Human Resource Management

1. An impact of labour welfare facilities on morale of employees of ABC Co. Ltd.
2. A study of analysis of effectiveness of Performance Appraisal System of XYZ Co.Ltd.
3. An analytical study of factors affecting employee attrition at PQR Ltd.

4. A study of effectiveness of training and development of LMN Company.
5. A study of salary fixation and it's impact on motivation of employees of ABC Co.

6. Manpower planning for next five years
7. Redesigning of organization structure
8. Defining duties and responsibilities
9. Measuring managerial effectiveness
10. Performance appraisal
11. Developing compensation package
12. Analyzing staff turnover
13. Measuring employee satisfaction
14. Studying training needs of employees and designing an annual calendar
15. Career planning
16. Stress management
17. Developing intrapreneurs in the organization
18. Coaching and mentoring
19. Human Resource Accounting
20. Absenteeism
21. Recent trends in Human Resource Management
22. Human aspects of productivity
23. Job evaluation and merit rating in industrial units
24. Ethical and social responsibilities of corporate
25. Recruitment and staffing policies
26. Impact of voluntary and Compulsory Retirement Scheme
27. Impact of performance appraisal
28. Study of leaves and holidays
29. Cross cultural training
30. Conflict resolution
31. Competency Mapping

Financial Management

1. A study of impact of Working Capital on profitability of ABC Ltd.
2. A study of loan disbursement and recovery of XYZ Bank Ltd.
3. An impact of financial Audit on performance of PQR Co. Ltd.
4. A study of intra-firm comparison of MNR Pvt. Ltd.
5. Sources and application of funds in JKL Insurance company.
6. Analyzing financial health of the company

7. Inter firm comparison
8. Analyzing debtors and ageing of debtors
9. Analyzing stock market performance of the company
10. Raising of finance-analyzing alternatives
11. Cost auditing
12. Capital budgeting and investment appraisals
13. Debt restructuring
14. Valuation
15. Target Costing
16. Equity research
17. Financial projections
18. Modern Internal Auditing
19. Tax planning
20. Investments
21. Study of Produce Exchange of India
22. Study of Pune Stock Exchange
23. Study of Maratha Chamber of Commerce
24. Critical study of taxation policy
25. Study of foreign technology and Multi National Corporations
26. Industrial sickness
27. Working capital finance from banks
28. Conceptual issues in accounting: Accounting standards.
29. Study of American, Indian and International Accounting Standards.
30. Human Resource Accounting
31. Cost Audit
32. Zero-based budget
33. Budgetary Control
34. Impact of E-commerce
35. Portfolio management
36. E-banking
37. Credit administration in banks
38. Different methods for recovery of Bad Debts
39. Study of Diversification Techniques

Production/Operations Management:

1. A study of Quality Management at S.M. Auto Ltd, Pachora.
2. A critical study of store issue process at Alfa Laval Ltd., Pune.
3. A study of purchase in Air Craft Spares and components followed by NACIL with lead Time.

4. A work study in crank shaft line at Sansera Engineering, Beed.
5. A study of stocking and Stock Analysis of security products at HCL Securities, Satara.
6. Lean Manufacturing
7. Just-in-time
8. Human Aspects of Productivity
9. Manufacturing Process and Operations
10. Total productive maintenance
11. Quality management system
12. Process improvement
13. Quality control
14. Internal control systems
15. Value analysis and value engineering
16. Production cycle
17. Total Quality Management

Systems or Information Technology:

1. Improving Business process with the help of IT
2. SAP functionalities
3. E-commerce
4. Internet technologies, tools and techniques
5. Cyber arbitrations and settlements
6. Applications of digital marketing
7. Admin Request Service Systems
8. Customer Feedback System
9. Designing and Implementation of MIS system
10. Designing and developing purchase portal system
11. Study of HTML
12. Analytical study of cyber crimes and cyber laws
13. E-governance
14. Study of I.T.Act, 2002
15. SMS on land line telephony – system guide and GUI on CPE
16. Authentication using signature identification and confirmation
17. Virtual network computing
18. Distant login utility
19. Controlling remote computer through cell-phone
20. Online blood bank and eye contribution
21. PC based home automation
22. RFID systems for libraries

How to get started?

Very often, students are nervous about their first day at work in the corporate world. They have a lot of questions in their mind about the culture, the employees they will have to work with etc. It is natural to have these apprehensions. But if you follow following points and remain in continuous touch with your guide, you will come out with high quality summer internship project reports.

- Always be present for all the orientation programmes which are held at the Institute. You will learn new things all the time.
- Be in regular touch with your guide and update him / her with your progress regularly.
- Make a proposal, spelling out objectives of the study, research methodology to be used, coverage (geographical, sample frame and sample size), and time table in consultation with your guide.
- Show this to your company supervisor and obtain his approval.
- Start with studying the theoretical concepts and background and other relevant work/projects done on the same topic
- Sometimes the work you are doing in the organization cannot be converted into a project. Even then, you must put extra time and effort, so that simultaneously you can use the information available from the organization to make your project. Please do so under the guidance of your guide in the college only.
- Once you get started, follow each and every step diligently and with utmost sincerity
- Please note that while drafting your report, if you follow each and every instruction provided by your guide, during the orientation and in the monograph, there will be no scope for confusion.
- Now you are free to start your summer project and complete it in-time.

Details from the organization:

Before you begin with your summer project, obtain detailed information on the following aspects about your company:

- Nature of business
- Business processes
- Description of products / services
- Major competitors
- Environmental factors affecting business

- Project details like, objectives of research, coverage desired, time frame, budgetary limits for the project and help available (Product samples, past data, manpower from your guide in the company)

Preparation of time table

1.	Orientation in the company	7 days
2.	Secondary research on the problem	7 days
3.	Designing of questionnaire	3 days
4.	Sample selection	3 days
5.	Field work	30 days
6.	Data tabulation, analysis	4 days
7.	Draft report preparation	6 days
8.	**Total number of days**:	**60 days**

Submit your project on time

Remember you have only two months in which you have to complete your summer project. Plan accordingly in consultation with your guide.

Advantages of a good project report:

1. It will boost your confidence
2. It will make you understand the processes used in Research Methodology
3. If the company likes your work, they may offer you a Final placement
4. It can be used in marketing yourself to other companies during the placement exercise
5. The students can participate in project competition

Research Report Format

The detailed contents are given below:

1. **Title Page**
2. **Introductory substance (To be numbered in Roman Style and proforma given in Annexure))**

a) Declaration
b) College Certificate
c) Company Certificate
d) Acknowledgement

e) List of Tables
f) List of Figures
g) List of Abbreviations
h) Table of Contents

3. Body of the Report

3.1 Executive Summary
3.2 Profile of the Organisation
3.3 Outline of the Problem / Task Undertaken
3.4 Research Methodology
3.5 Analysis and Interpretation of Data
3.6 Conclusions and Suggestions
3.7 References in appropriate referencing styles. (APA, MLA, Harvard, Chicago styles etc.)

4. Concluding Substance

4.1 Annexure

Body of the Report

CHAPTER I : EXECUTIVE SUMMARY

This is the first chapter of the project, which should cover the following points:

1.1 Introduction of the project:

This section should contain a brief summary of the whole project, its need, its objectives etc.

1.2 Theoretical Background:

The theoretical context of the concerned discipline of the problem should be specified. The basic concepts related to the topic should be defined and that topic should be elaborated in details. Also the latest trends in that area and recent happenings and developments should be mentioned in this section.

CHAPTER II: PROFILE OF THE ORGANISATION

2.1 Name, address and location of the company

2.2 Vision and Mission statements of the organization:

The Vision and Mission statement of the company should be mentioned without making any alterations. If the Vision and Mission statements of the company do not exist, the student should emphasize the importance of these and help the company to develop good a Vision and Mission Statement.

2.3 Historical Background of the Organisation:

- The growth path of the company should be mentioned in the points.
- The historical progress of the company should be mentioned right from the day of its inception.

2.4 Different Departments:

- The different departments of the company should be listed in order of the hierarchy.

2.5 Organisation Chart of the company

- Organization Chart of the whole company along with the chart of the department you are working in.

2.6 Product Profile of the company:

- All the products of the company should be listed.
- Pictures of each product may be added.
- Technical details of the product should be mentioned
- (In case of a very huge product line, the data can be limited to the most important products)

2.7 Current picture of the company:

- Current market position of the company should be given.
- Current financial position of the company should be given.
- Marketing strategies should be listed.

2.8 Future Plans of the company

The future plans of the company can be explained in detail.

2.9 Other relevant Information about the company (if any)

CHAPTER III: OUTLINE OF THE PROBLEM

This chapter should highlight the reason behind doing this project. What exactly is the problem and why you are doing this project. Its gravity, its consequences and its solution. The crux of the problem in hand should be explained.

CHAPTER IV: RESEARCH METHODOLOGY

Introduction

4.1 Objectives of your project:

It should contain a list of all the objectives behind doing your project on that particular topic

4.2 Research Design and Methodology

In this chapter you must define the whole research design by detailing your universe, Population, Sampling Tools and Techniques, Data collection methods and how will you analyze data.

4.3 Scope and Limitations of the study:

Limitations should consist of all the factors which the research should cover but you were not able to cover.

Note: While writing this chapter you have to be very specific about the things related to your project only, not the detailed meaning of the concept, e.g., if you are mentioning the universe, you have to be very precise about the universe related to your sample, not the meaning and definition of the Universe.

CHAPTER V : ANALYSIS AND INTERPRETATION OF DATA

In this chapter you have to analyse each and every question of the questionnaire and present it graphically along with the detailed interpretation and interpret it. Besides add your conclusions and suggestions also. Following details should be taken care of:

5.1 Tabulation of Data

All tables should have technical features such as:

- Table number
- Title of the table
- Captions (Column Heading)
- Stubs (Row Heading)

5.2 Graphical Presentation:

When you have tabulated the whole data you have to present it graphically. You can use various tools for the same, like Pie Chart diagram or Bar Diagram. Discuss with your guide which tools to be used, because the type of diagram should be used with logic. Use the rationale behind it.

5.3 Interpretation of Data:

- Feel what findings/results are
- Mean what findings say
- Read, think and present the inference.
- Link the objectives with results of the data.

- Implication of findings.

CHAPTER VI: CONCLUSIONS AND SUGGESTIONS:-

a. Conclusions

Conclusions should be written on the analysis of Primary data.

b. Suggestions

The student should suggest some ways of solving the problems of the company. Some concrete, logical and constructive suggestions are to be given to the company.

c. Learning of the student through the project

You must explain the knowledge gained by working on that particular topic. You can share any particular experiences of yours which were an eye-opener for you. It can be conceptual knowledge as well as some corporate learning. Try to write to the point and avoid vague or very obvious statements, like "I got to learn about different sources of recruitment"

d. Contribution to the Host organization:

Just spending two months in any organization and making a report is not enough. It should be of that quality that your organization must also get something out of it. It should be very useful and worth saving for them for future references. You need to explain in this chapter how and what your host organization has gained rich substance from your work there.

CHAPTER VIII: REFERENCES

Also called Bibliography. There are different styles which are recommended, but we suggest you opt for APA style.

Proforma of Bibliography

1) Book:

Kamat G.K., (2009), Dairy Cooperative Management and Practice, Pawan Publication, Jaipur.

2) Article:

Krishnaswamy S.G., (2006), Sugar Factory Efficiency Measurement; Application of Data Envelopment Analysis – A new insight for Managers' Paradigm., The Research Journal of Institute for Management & Technology, Vol. X, No. 2 July – December.

3) Ph.D. Thesis:

Rajesh Kumar Agarwal., (2012), A study of hidden talent management in same status employees with special reference to Industries in Pimpri Chinchwad, Tilak Maharashtra Vidyapeeth, Pune.

4) Online References:

"Social Media Industry report", www.whitepapersource.com/socialmediamarketing

Concluding Substance

- **Annexure (Questionnaire etc.)**

Typing Instructions:

While typing the report students should take care of the following points:

1. **Font:** The entire report of the text body should be typed in the font style of Times New Roman.
2. **Size:** The size of font for the text body of report should be 12. Main heading should be bold and font size 14. Sub-heading should be bold and font size 12.
3. **Line Spacing:** The entire report should be typed with 1.5 line spacing except intended paragraphs, tables, and footnotes.
4. **Paragraph spacing:** The entire report should be typed with six points before and after paragraph spacing.
5. **Margins:** The entire report should be typed with left margin 1.5", right margin 1", top and bottom margins 1".
6. **Alignment:** The entire report should be typed with justified alignment except tables. The tables are to be typed with centre alignment.
7. **Tables and Graphs:** Tables and graphs should be placed as near possible to the text. Possibly do not break the table into pages.
8. **Headings / Titles:** Headings and titles of the text paragraph and text material should be on same page.
9. **Quotations:** Quotations should be quoted in inverted commas.

10. **Page Numbering:** The main part of the text body should be numbered continuously in Arabic numbers. Page number may be inserted in the header right most top or at the centre of bottom in the footer. Preferably, the material should be numbered in roman numerals. Page numbers should be inserted at the bottom right hand corner.
11. **Water Marks & Logo:** Water Marks and company logo is not allowed to be used in the report anywhere.

Printing of the Final Report:

While taking out the printout, following points should be taken care of:

1. **Paper Type**

a) Paper: Executive Bond Papers
b) Size: A4
c) Paper Color: White
d) Variety: Plain Finish
e) Length: 29.7 Cms
f) Width: 21 Cms
g) GSM: 75 or 85

2. **Ink Color:** Black color for the text and multicolor for diagrams and charts
3. **USE BOTH THE SIDES OF THE PAPER TO PRINT.**
4. **Number of Copies:** 02 (Two) 01 (One) CD.
5. **Binding:** Golden Embossing
6. **No. of Copies required** **:** 02+01

- **Candidate's Copy** **:** Bond paper, Color Print out with Original Certificates
- **Institute's Copy** **:** Bond Paper, Photocopies of Original Report
- **University' Copy** **:** CD

Problems faced by students during the SIP:

Problem 1: Nobody guides me in the organization.

Suggestion: During the initial days you will be in a position where there is no one to guide you and make you understand as to what is to be done in the organisation. Even your Guide in the company may not be able to devote much of his time. The best solution in this situation is to be proactive. Take the initiative and show interest in the job to be done. Observe, understand and learn. Try to make a written record of the observations for future reference. This is the only way which will help you in taking initial steps to be an indispensable part of the organisation.

Problem 2: **The Company doesn't share the related information with me regarding my project.**

Suggestion: Since you are new to the organization, you cannot expect the employees to share confidential information with you. You will have to prove that whatever information is provided to you will remain confidential and that you are going to provide solutions to the problems faced by the company through your summer internship project. Build your network gradually.

Problem 3: **My topic is totally different from the work I am assigned in the organization.**

Suggestion: Many students face this problem when they join a company for an SIP. At times the topic you chose is of little relevance to the organization and they want to take your help by giving you either data entry jobs, selling jobs or depute you for the product promotional purposes. Don't lose heart; consider it as a learning experience. Continue to do your project on the given topic side-by-side by collecting the relevant information.

Problem 4: **There is a difference in the nature of my work and my chosen specialization**

Suggestion: Refer to the solution in Problem 3.

Problem5: **I am facing a difficulty in setting the Title and Objectives.**

Suggestion: This is because of lack of preparation on your part. Once you have decided the topic in consultation with your college guide, read all the related information and study material thoroughly. Refer to a few good projects on the related topic from the library. Unless you do your home work properly, you cannot excel in any of the field.

Problem 6: **I don't get time to draft the report and I am unable to follow the schedule given by the Institute.**

Suggestion: Make it a habit to devote at least one hour daily for compiling your report. During the initial days, you can start your work by gathering basic theoretical concepts on your project topic as well as the company profile.

Problem 7: **My title of the project is same as another student in the Institute.**

Suggestion: Many a time, more than one student of the lands up in the same organization and is advised to work on the same topic. For the copy to be submitted to the organization, you can retain the same title but for the purpose of submission in the institute try to register your title as early as possible with your guide and the student who is registering late will have to re-frame his/her title.

“For those who dare to dream, there is a whole world to win.”

-Dhirubhai Ambani

All the very best for preparing

a high quality Summer Internship Project Report.

Annexure-I

Proforma of Title Page

"TITLE OF THE PROJECT"/DISSERTATION

Project Report/Dissertation submitted to Savitribai Phule Pune University, Pune in partial fulfillment of requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

By

NAME OF THE STUDENT

Under the guidance of

NAME OF THE PROFESSOR

NAME OF THE COLLEGE

Address of the college

(Batch)

Annexure-II

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Proforma of Declaration

DECLARATION

I, the undersigned, hereby declare that the Project Report entitled (**Title of the Project/Dissertation)** written and submitted by me to the Savitribai Phule Pune University, Pune in partial fulfillment of the requirements for the award of degree of Master of Business Administration under the guidance of (**Name of the Professor)** is my original work and the conclusions drawn therein are based on the material collected by me.

Place:

Date: [Name and Signature of Student]

Annexure-IV

Proforma of College Certificate:

CERTIFICATE

This is to certify that the Project Report entitled **(Title of the Project/Dissertation)** which is being submitted herewith for the award of the degree of Masters of Business Administration of Savitribai Phule Pune University, Pune is the result of the original research work completed by (**Name of the student)** under my supervision and guidance and to the best of my knowledge and belief, the work embodied in this project report has not formed earlier the basis for the award of any degree or similar title of this or any other university or examining body.

Prof.

Internal Guide

Institute Seal

Dr.

Director

Annexure-V

Proforma of Company Certificate

(On company's letter head)

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **(Name of the Student)** has worked on **(Title of the Project/Dissertation)** in the **(Name of the Department)** from _____ to _____ in our organization. During this period, he/she had successfully completed the work assigned to him/her. He/she has been sincere, hardworking and punctual in the work. We wish him / her a good and prosperous career in future.

Place

Name of the Company's Executive

Date:

Signature with Company's Seal

Useful Guidelines for viva-Voce:

The viva-voce is conducted on Summer Internship Project. There will be an expert panel to take your viva-voce. The student is expected to explain and defend his/her research project. Follow the important tips to excel in your viva-voce:

1. Know the date and time of viva-voce well in advance.
2. Prepare thoroughly for the viva-voce.
3. Guess the questions and rehearse well to answer those questions.
4. Viva-voce may be for 20-30 minutes.
5. Remain present at the place scheduled for viva-voce at least before twenty minutes.
6. Come in institute's uniform.
7. Carry your personal copy of research project.
8. Before entering the room, ask for permission and greet the panel.
9. Answer the question asked only, don't talk unnecessary and argue with examiners.
10. Choose good presentable words to answer the questions.
11. Listen and take note of the suggestions of the examiners.
12. After completion of viva-voce, say thanks before leaving the room

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